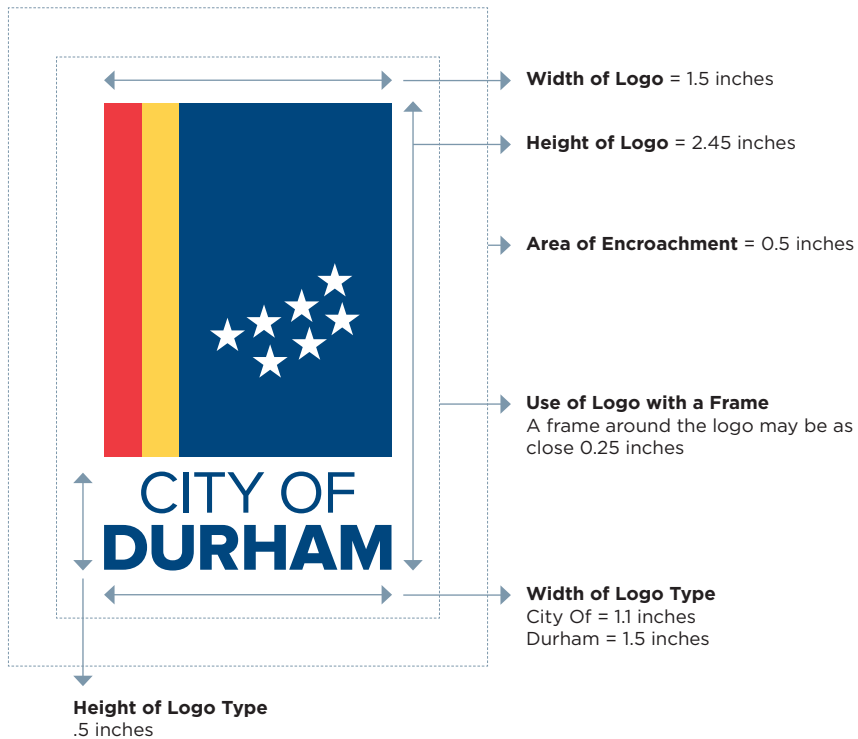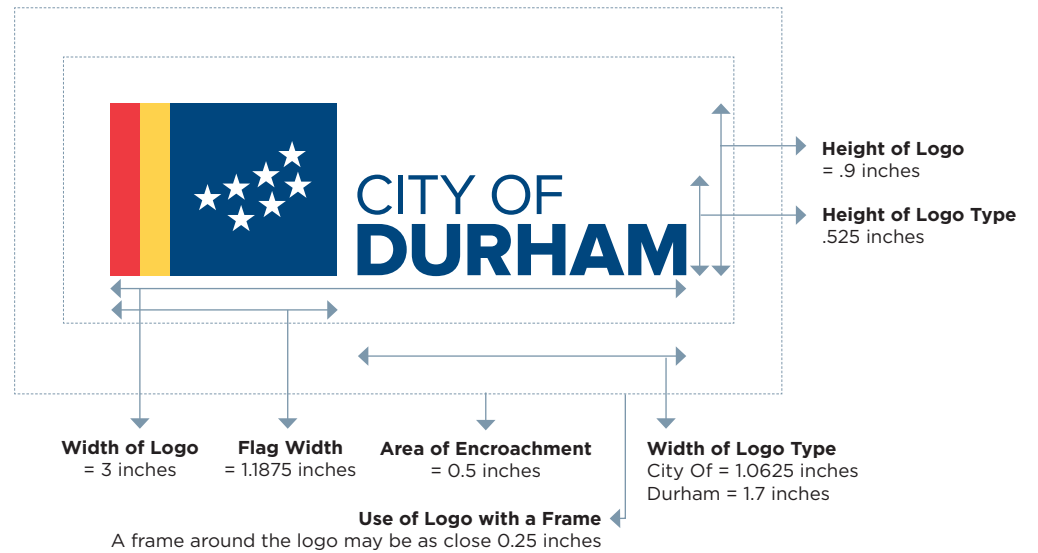CITY OF
DURHAM

Brand Elements Specifications

City of Durham Approved Logos

- General Logos
- Department Lockups with Existing Logos
- Department Logo Lockups
- Division Logo Lockup
- Program & Division Lockups with Existing Logos
- Department Program Logo Lockups
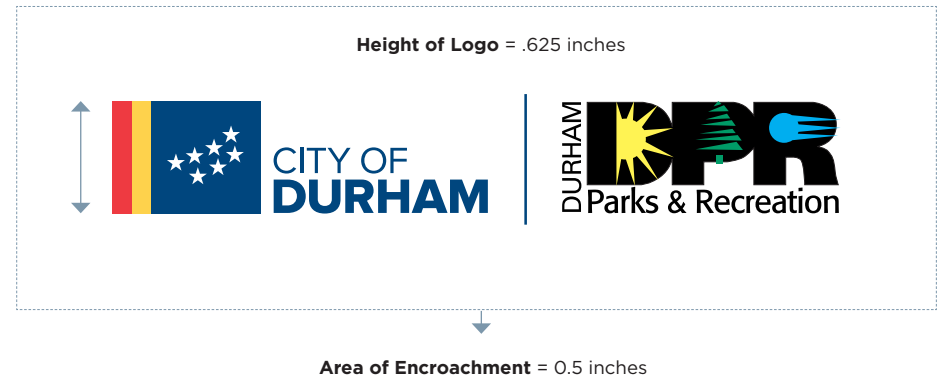- City-County Logo Lockups

Vertical

Width of Logo = 1.5 inches

Height of Logo = 2.45 inches

Area of Encroachment = 0.5 inches

Use of Logo with a Frame
A frame around the logo may be as close 0.25 inches

Width of Logo Type
City Of = 1.1 inches
Durham = 1.5 inches

Height of Logo Type
.5 inches

Horizontal

Height of Logo
= .9 inches

Height of Logo Type
.525 inches

Width of Logo
= 3 inches

Flag Width
= 1.1875 inches

Area of Encroachment
= 0.5 inches

Width of Logo Type
City Of = 1.0625 inches
Durham = 1.7 inches

Use of Logo with a Frame
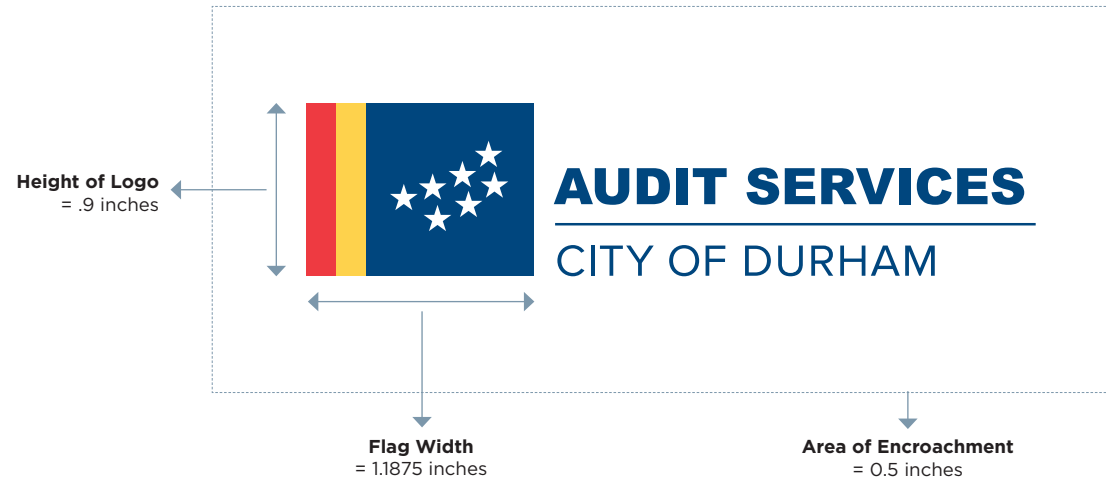A frame around the logo may be as close 0.25 inches

General Logos

Proper Placement

The relationship of typography and secondary logos to the Durham City Flag should be strictly followed. The City logo should always be placed in an area void of other elements. The area of non-encroachment should always be placed in an area void of other elements.

Height of Logo = 3.75 inches

Area of Encroachment = 0.5 inches
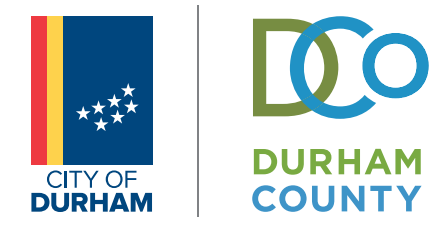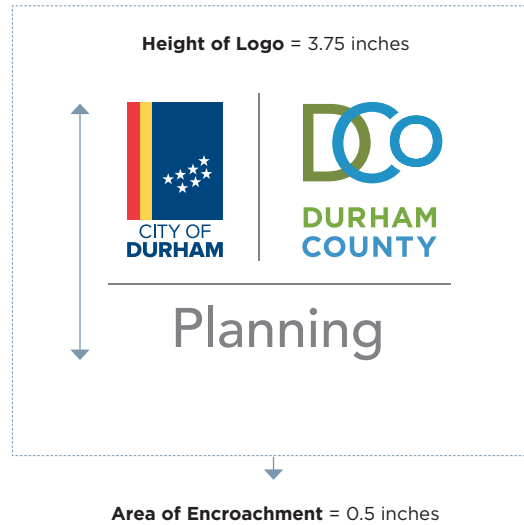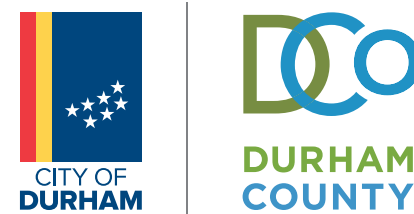
Height of Logo = .625 inches

Area of Encroachment = 0.5 inches

Department Lockups with Existing Logos

Height of Logo
= .9 inches

AUDIT SERVICES
CITY OF DURHAM

Flag Width
= 1.1875 inches

Area of Encroachment
= 0.5 inches

AUDIT SERVICES
CITY OF DURHAM

COMMUNITY DEVELOPMENT
CITY OF DURHAM

GENERAL SERVICES
CITY OF DURHAM

WATER MANAGEMENT
CITY OF DURHAM

BUDGET & MANAGEMENT SERVICES
CITY OF DURHAM

ECONOMIC & WORKFORCE DEVELOPMENT
CITY OF DURHAM

NEIGHBORHOOD IMPROVEMENT SERVICES
CITY OF DURHAM

HUMAN RESOURCES
CITY OF DURHAM

CITY ATTORNEY
CITY OF DURHAM

EQUAL OPPORTUNITY & EQUITY ASSURANCE
CITY OF DURHAM

SOLID WASTE MANAGEMENT
CITY OF DURHAM

PUBLIC WORKS
CITY OF DURHAM

CITY CLERK
CITY OF DURHAM

FINANCE
CITY OF DURHAM

TECHNOLOGY SOLUTIONS
CITY OF DURHAM

CITY MANAGER
CITY OF DURHAM

FLEET MANAGEMENT
CITY OF DURHAM

TRANSPORTATION
CITY OF DURHAM

Department Logo Lockups

PUBLIC AFFAIRS
City Manager

CITY OF DURHAM

Height of Logo
= .9 inches

Flag Width
= 1.1875 inches

Area of Encroachment
= 0.5 inches

Division Logo Lockup

Height of Logo = 3.75 inches

Area of Encroachment = 0.5 inches

Program & Division Lockups with Existing Logos

Height of Logo
= .9 inches

HR CONNECT
Human Resources

CITY OF DURHAM

Flag Width
= 1.1875 inches

Area of Encroachment
= 0.5 inches

HR CONNECT
Human Resources
CITY OF DURHAM

PUBLIC ART PROGRAM
Economic & Workforce Development
CITY OF DURHAM

PARK DURHAM
Transportation
CITY OF DURHAM

VISION ZERO DURHAM
Transportation
CITY OF DURHAM

Department Program Logo Lockups

Height of Logo = 3.75 inches

CITY OF **DURHAM** | **DURHAM COUNTY**

Planning

Area of Encroachment = 0.5 inches

CITY OF **DURHAM** | **DURHAM COUNTY**

Planning

CITY OF **DURHAM** | **DURHAM COUNTY**

Development Services Center

CITY OF **DURHAM** | **DURHAM COUNTY**
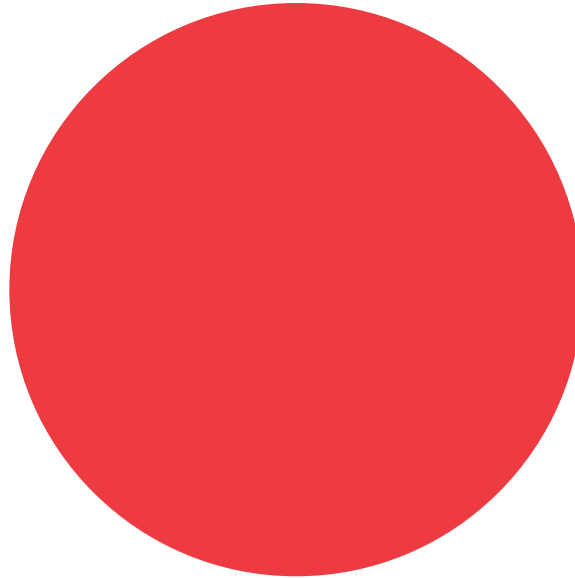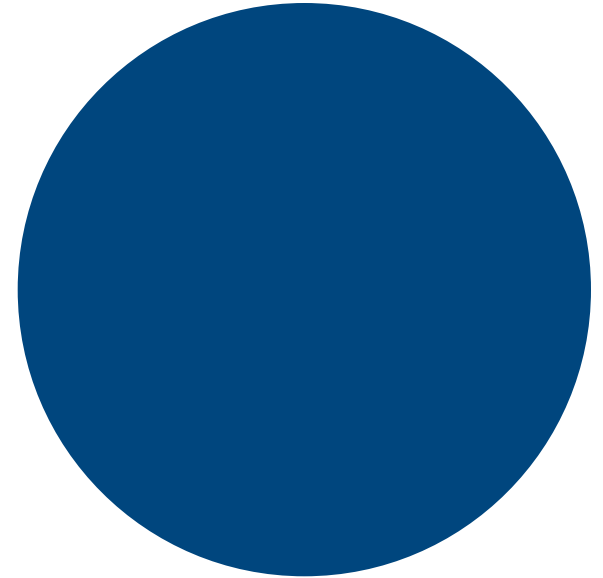
Inspections
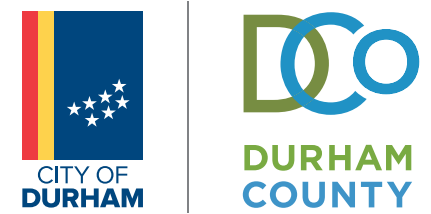
City-County Logo Lockups
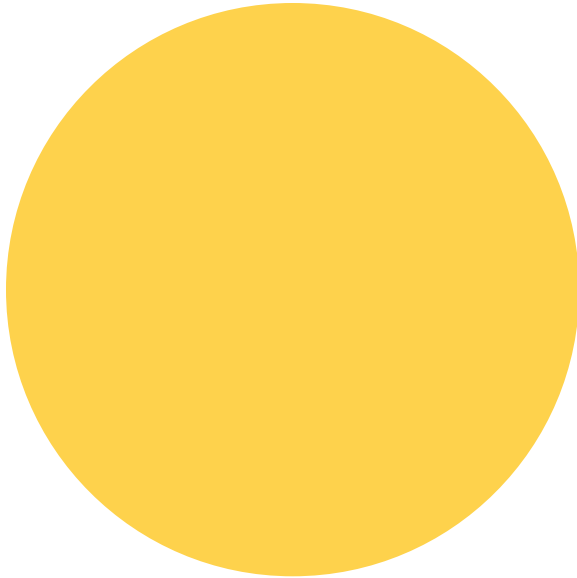
Gold

Pantone 122
CMYK C0 M17 Y80 K0
RGB R255; G210; B78

Red

Pantone 185
CMYK C0 M91 Y76 K0
RGB R239; G61; B66

Blue

Pantone 541
CMYK C100; M57; Y0; K38
RGB R0; G70; B127

The logo colors can be provided to your printer or vendor by number or actual color samples which are available in Pantone publications.

The Official Logo Colors

Color plays a very important role in the City's organizational identity. The colors shown above are the official City logo colors. They are taken from the Pantone® Matching System (PMS) and are readily available to any printer or other vendor. Always provide these colors when producing printed materials to ensure color accuracy.

It is difficult to exactly duplicate these colors as a process-built color. However, if this must be done, Pantone® recommends that the formulas above be followed.

CITY OF DURHAM

Do Not
Reverse type out of a box.

CITY OF DURHAM

Do Not
Italicize type.

DURHAM

CITY OF DURHAM

Do Not
Place type within the area of non-encroachment.

CITY OF DURHAM

Do Not
Alter the graphic design or the elements in any way.

CITY OF DURHAM

Do Not
Put a black line around the flag.

CITY DURHAM

Do Not
Delete the type from the logo.

DURHAM

CITY OF DURHAM

Do Not
Change the width of the bars.

CITY OF DURHAM

Do Not
Change the colors or screen values of the bars or type.

CITY OF DURHAM

Do Not
Use a different typeface for the logo-type.

Do's & Dont's

Incorrect Use of the Identity

Careful consideration was given to provide appropriate emphasis to each element of the identity. Therefore, the identity must always be reproduced following the guidelines illustrated in this manual. Please do not alter the font, color or proportional size of the City logo. The above variations of the official identity should be avoided.